

EVALUATION OF THE IMPLEMENTATION OF QUALITY SERVICE STANDARDS BASED ON ISO 9001:2015 PRINCIPLES (CASE STUDY OF THE AL MUNAWWIRIY FOUNDATION)

Berlina Yudha Pratiwi, S.E., MSA, Ak

Muis Zainul Abidin

*Study Program Of Public Sector Accounting
Majoring In Business*

ABSTRACT

This study aims to evaluate the implementation of quality service standards based on the seven principles of ISO 9001:2015 at the Al Munawwiriyy Foundation to enable the foundation to provide more effective services in the future. The principles evaluated include customer focus, leadership, employee engagement, process approach, continuous improvement, evidence-based decision-making, and relationship management. This study uses a qualitative approach with a case study method. Data were obtained through in-depth interviews with various stakeholders, including foundation administrators, school administrators (primary and early childhood education), students, and parents, supported by secondary documents such as new student admission reports. The results indicate that the Al Munawwiriyy Foundation has implemented the principles of ISO 9001:2015 well in practice, such as through providing infrastructure, identifying parents' expectations from the beginning of enrollment, and building a positive work culture. However, the implementation of these quality service standards is still operational and is not supported by a systematic quality documentation system, written Standard Operating Procedures (SOP), or a structured service performance measurement mechanism. This causes the consistency of service to still be highly dependent on a particular leadership figure and not on the quality management system. This study concludes that strengthening aspects of documentation and data-based decision-making is very important to ensure the sustainability of the foundation.

Keywords: *ISO 9001:2015, Quality Service Standards, Quality Management, Foundation*